

Small Business Website Content Planner

A practical planner for organizing useful website content, improving consistency, and keeping important pages up to date.

Plan with purpose: Give each important page a clear job, write for real customer needs, and review content regularly so your website stays useful and trustworthy.

1. Core Website Pages

- Home — explain what the business does and the main visitor action.
- About — build trust with clear, accurate business information.
- Services / Products — explain what is offered, who it is for, and key benefits.
- Contact — make phone, email, forms, location, or booking options easy to find.
- FAQ — answer common customer questions clearly and concisely.

2. Content Ideas

Content type	Planning prompt	Done
How-to	What common task can you explain step by step?	■
FAQ	What question do customers ask repeatedly?	■
Guide	What useful topic deserves a fuller explanation?	■
Case Example	What problem did your product or service help solve?	■
Comparison	What options can you compare honestly and clearly?	■
Local / Industry	What useful local or industry topic matters to customers?	■

3. Monthly Content Schedule

Week	Page / Topic	Primary goal	Status
Week 1			■
Week 2			■
Week 3			■
Week 4			■

4. Page Quality Check

- Give the page one clear purpose and one main audience.
- Use a descriptive title and logical headings.
- Keep important facts, prices, dates, links, and contact details current.
- Add useful internal links to related pages, tools, templates, or resources.
- Use clear images with descriptive alternative text where appropriate.
- Remove filler, duplicated text, and outdated information.

Website Content Review Dashboard

Page / Topic	Last reviewed	Needs update	Priority
Home		■	
About		■	
Services / Products		■	
Contact		■	
FAQ		■	
Blog / Guides		■	

Final Publish Check

- Content is original, useful, and accurate.
- Spelling, grammar, links, and formatting are checked.
- The page works well on mobile and desktop.
- The page connects naturally to relevant website resources.
- The final version is ready to publish or schedule.

Listovix tip: Plan around customer questions and useful topics rather than publishing just to fill a calendar. A smaller collection of helpful pages can be easier to maintain and more valuable to visitors.